

## REMARKS

### Status of Claims

The Office Action mailed January 26, 2007 has been reviewed and the comments therein were carefully considered. Claims 1, 2, 5 – 10, 13 – 27, 29 and 30 are currently pending and are rejected.

### New Counsel

Applicant notes that new counsel has been appointed for this patent application. A Power of Attorney to Prosecute Applications Before the USPTO with change of address form was filed on July 25, 2007.

### Claim Rejections Under 35 U.S.C. 103

Claims 1 – 5, 8 – 9, 20 – 23 and 26 – 27, 29 – 30 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,754,906 to Finseth in view of U.S. Patent 5,745,710 to Clanton, U.S. Patent 6,990,677 to Pietraszak and U.S. Patent 6,898,762 to Ellis. This rejection is respectfully traversed.

On page 2 the Office Action states that Finseth discloses that “user may choose the guides dynamically (figure 10)”. Applicant respectfully notes that this is not what is recited by the claim. Claim 1 recites, inter alia “a presentation engine enabling a user to dynamically choose one of the **virtual worlds**. Finseth does not disclose anything regarding virtual worlds, as the Office Action correctly notes on the top of page 4. Accordingly, Applicant asserts that Finseth either alone or in combination with other cited references does not disclose each and every feature of Claim 1.

Further, the Office Action states on page 4 that Clanton discloses “[that] each virtual world displays corresponding program guide information (user views information on pizza delivery services, merchant information, news weather or sports programming) within the chosen virtual world (column 12, lines 10-26)”. Applicant respectfully notes that this is not “program guide information”. Applicant asserts that Clanton alone or in combination with any other cited

references does not disclose the feature of “displaying program guide information within the chosen virtual world” as recited by Claim 1.

Finally, the Office Action on page 4 states that “Ellis discloses an EPG system in which a user may customize the EPG (Figures 13-1 5, 22, 24), a user viewing history is used to target advertisements and suggest programs for the viewer to watch as well as set user preferences for viewing options, close captions etc (column 12, lines 32-65, column 14, line 24-column 15, line 42, column 20, lines 2-31).” Applicant respectfully notes that Ellis is disclosing setting user preferences for program guide information, such as preferences for types of shows to display, etc. This is different from what is recited by Claim 1. Claim 1 recites “the presentation engine enabling the user to customize the EPG according to user preferences”. In other words, this feature of Claim 1 is that the user can customize the EPG virtual world based on user preferences, not the program guide information. Accordingly, Applicant asserts that Ellis either alone or in combination with any other cited references does not disclose each and every feature of Claim 1.

Regarding Claim 20, Applicant’s arguments presented above with regard to the Finseth, Clanton, and Ellis references apply equally to Claim 20, and Applicant asserts that the cited references, either alone or in combination, do not disclose each and every feature of Claim 20.

Accordingly, Applicant asserts that Claims 1 and 20 and all claims dependent upon them are allowable.

Claims 10, 13 – 15, 18 and 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. 6,754,906 to Finseth in view of U.S. Patent 5,745,710 to Clanton and U.S. Patent 6,898,762 to Ellis. This rejection is respectfully traversed.

Regarding Claim 10, Applicant’s arguments presented above with regard to the Finseth, Clanton, and Ellis references apply equally to Claim 10, and Applicant asserts that Claim 10 and all claims that depend upon it are allowable.

Claims 6 and 24 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,754,906 to Finseth in view of U.S. Patent 5,745,710 to Clanton and U.S. Patent 6,898,762 to Ellis in further view of U.S. Patent 5,850,218 to LaJoie. This rejection is respectfully traversed. These claims depend from allowable independent claims and are therefore allowable.

Claims 7 and 25 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,754,906 to Finseth in view of U.S. Patent 5,745,710 to Clanton in further view of U.S. Patent 6,240,555 to Shoff. This rejection is respectfully traversed. These claims depend from allowable independent claims and are therefore allowable.

Claim 16 is rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,754,906 to Finseth in view of U.S. Patent 5,745,710 to Clanton, U.S. Patent 6,990,677 to Pietraszak and U.S. Patent 6,898,762 to Ellis, and in further view of U.S. Patent 5,850,218 to LaJoie. This rejection is respectfully traversed. This claim depends from an allowable independent claim and is therefore allowable.

Claim 17 is rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,754,906 to Finseth in view of U.S. Patent 5,745,710 to Clanton, U.S. Patent 6,990,677 to Pietraszak and U.S. Patent 6,898,762 to Ellis, and in further view of U.S. Patent 6,240,555 to Shoff. This rejection is respectfully traversed. This claim depends from an allowable independent claim and is therefore allowable.

**Conclusion**

All rejections having been addressed, Applicant respectfully submits that the instant application is in condition for allowance, and respectfully solicits prompt notification of the same. Should the Examiner have any questions, the Examiner is invited to contact the undersigned at the number set forth below.

A petition for a three-month extension of time under 37 C.F.R. 1.136(a) and the accompanying fee are filed herewith. The Commissioner is hereby authorized to charge any such fees or credit any overpayment of fees to Deposit Account No. 19-0733.

Respectfully submitted,

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By: 

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